

FIG. 1

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Source attributes: Customer ID, Customer Profile, Pages visited, Shopping cart, ...

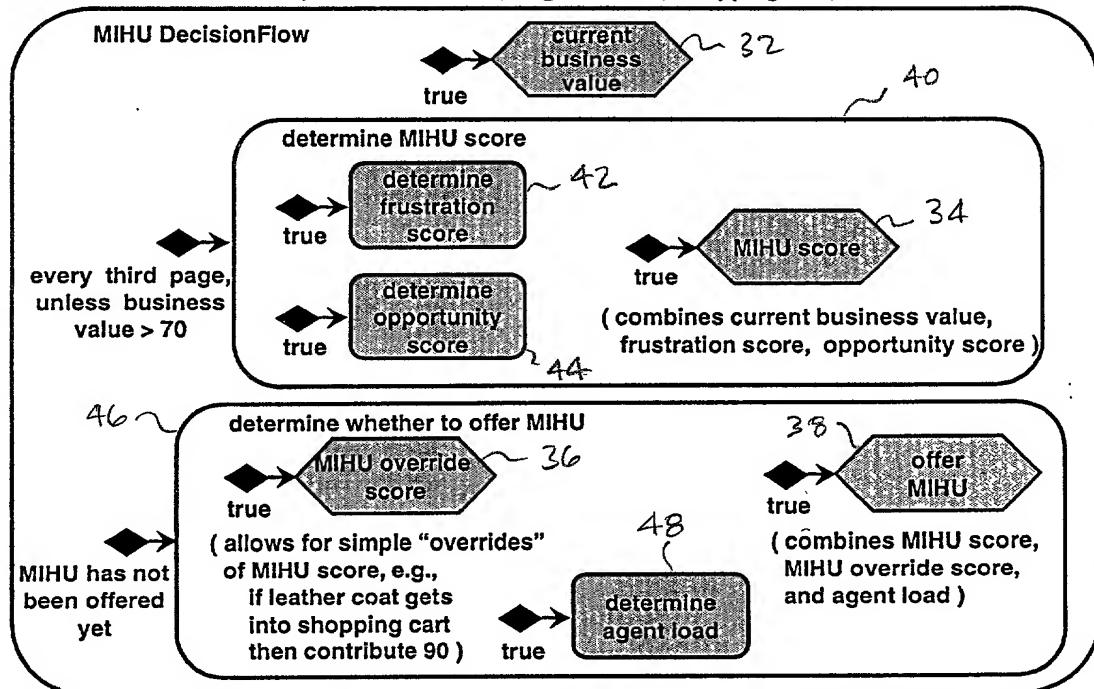


FIG. 2

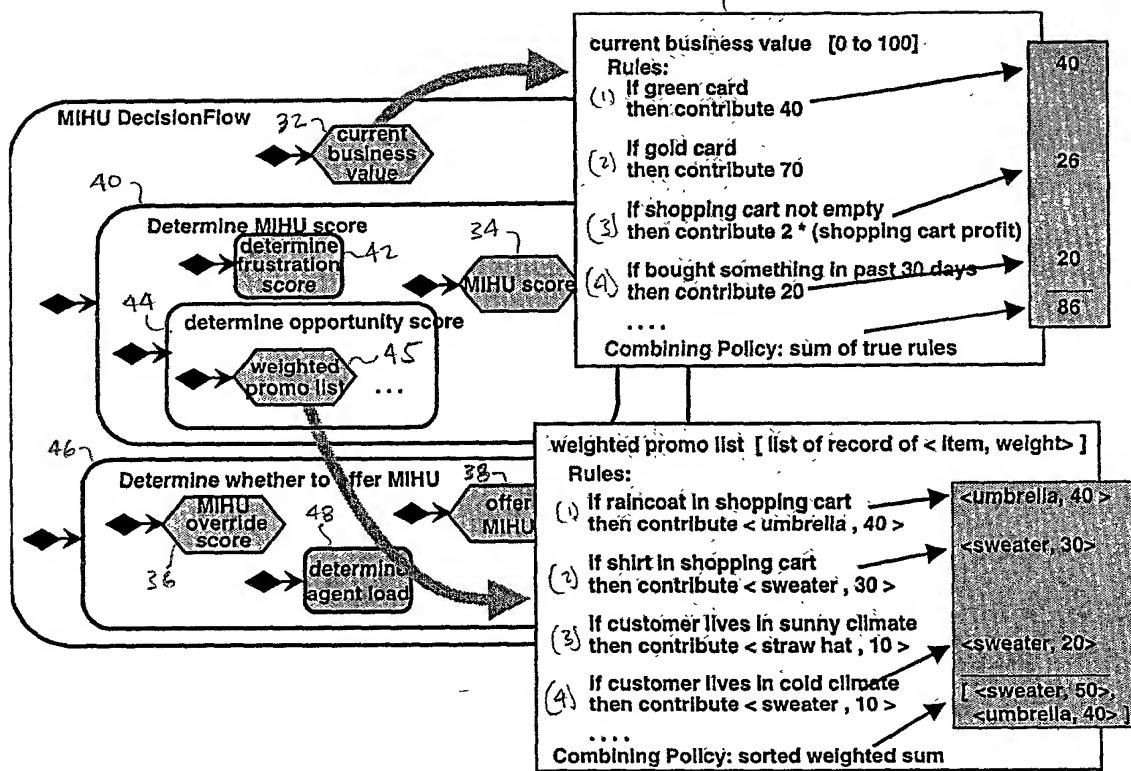
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Session ID	Page	Business Value	Frustration Score	Opportunity Score	MIHC score	Override Score	CSR Load	Offer MIHC
59	250	1	70	6	0	46	0	80
60	250	2	70	14	0	54	0	81
61	250	3	70	20	0	60	0	81
62	250	4	70	24	0	64	0	79
63	250	5	85	8	51	83	0	78
64	282	1	40	6	0	25	0	false
65	282	2	40	-	-	-	0	false
66	282	3	57	-	-	-	90	82
67	282	4	57	16	29	43	-	-
68	282	5	57	-	-	-	-	-
69	282	6	71	19	37	58	-	-
70	282	7	71	25	48	58	-	-

FIG. 3

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FIG. 4

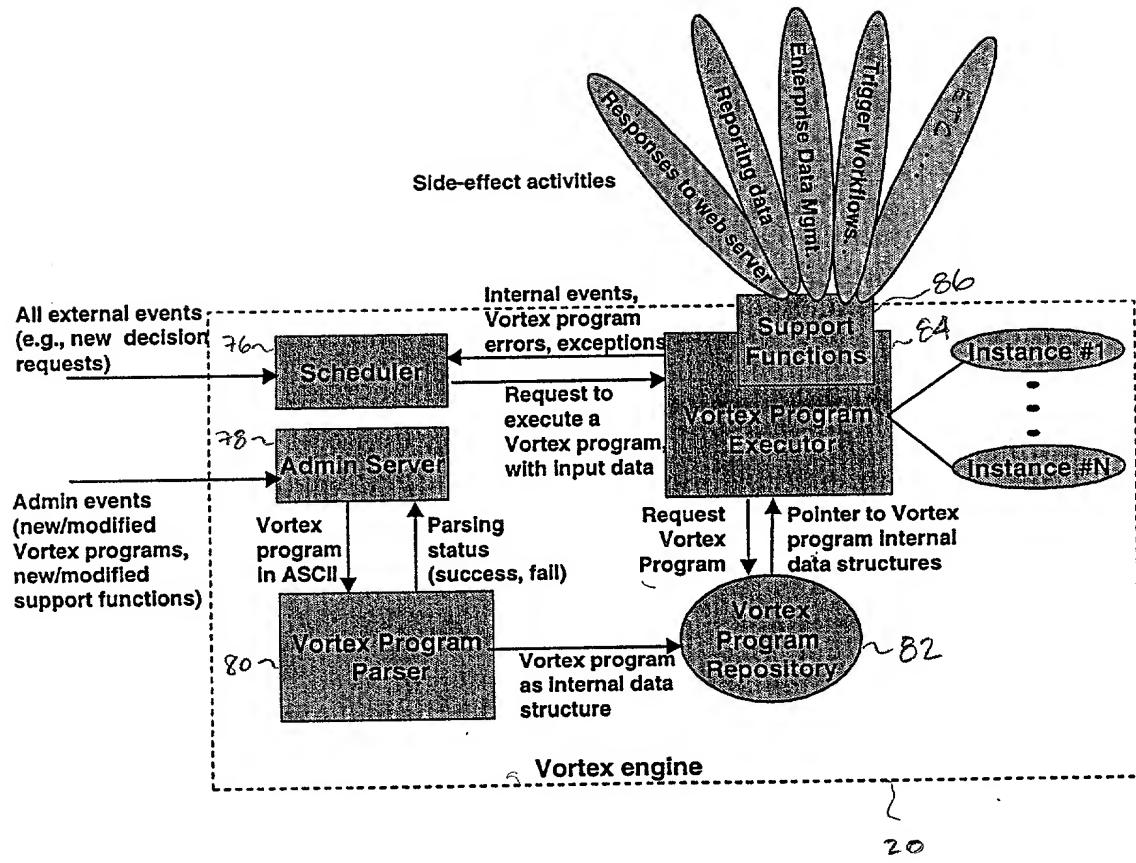


FIG. 5

Strategy	Converting legacy sites easy	HTTPS handled?	HTTP response transformation required?	HTTP response parsing required
Content generation scripts send high-level semantics to engine	No	Yes	No	No
Content generation scripts send raw HTML to engine	Yes	Yes	No	Yes
Wrapper scripts	Yes	Yes	Maybe	Yes
Proxies	Yes	No	No	Yes
Web Server Extensions	Yes	Yes	No	No

FIG. 6

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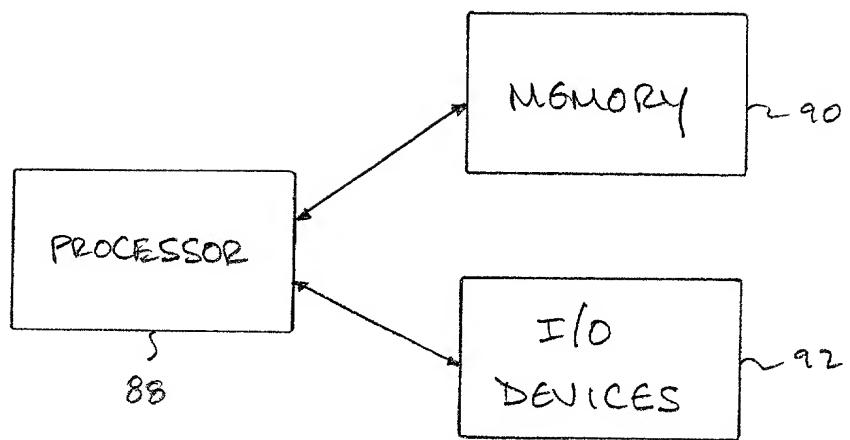


FIG. 7